

### **Amendments to the Claims**

1. (Currently Amended) Software on a computer readable medium for operating a distributor organization of a product manufacturer supplier to provide for sales of a manufacturer's product supplier product by dealers distributors of the manufacturer's product supplier product, the software comprising:

a) website software applications for operating a domain server under control of the product manufacturer supplier to provide a plurality of subdomain websites for dealers distributors to offer sales of the manufacturer's product supplier product to consumers;

b) business software applications for providing business functionalities including:

i) managing dealer distributor transactions between the product manufacturer supplier and the dealer distributor,

ii) managing consumer transactions between the dealer distributor and the consumer, and

iii) managing order fulfillment transactions between the consumer and the product manufacturer supplier; and

c) the website software applications and the business software applications being interconnected whereby the product manufacturer supplier may accept and fulfill sales orders from consumers placed through the subdomain websites directly to the consumers.

2. (Currently Amended) The software of Claim 1 wherein: the dealer distributor transactions include enabling a dealer distributor to request commission payment through a subdomain website.

3. (Currently Amended) The software of Claim 1 wherein: the website software enables a dealer distributor to modify a subdomain website assigned to the dealer distributor.

4. (Currently Amended) A system for operating a distributor organization of a product manufacturer supplier to provide for sales of a manufacturer's product supplier product by dealers distributors of the manufacturer's product supplier product, the system comprising:

- a) a domain server under control of the product manufacturer supplier providing a plurality of subdomain websites for dealers distributors to offer sales of manufacturer's product supplier product to consumers;
- b) a computer under control of the product manufacturer supplier having applications for providing:
  - i) dealer distributor transactions between the product manufacturer supplier and the dealer distributor,
  - ii) consumer transactions between the dealer distributor and the consumer, and
  - iii) order fulfillment transactions directly between the consumer and the product manufacturer supplier; and
- c) the domain server and the computer being interconnected whereby the product manufacturer supplier may accept and fulfill sales orders from consumers placed through the subdomain websites.

5. (Currently Amended) The system of Claim 4 wherein: the dealer distributor transactions include maintaining a database of dealer distributor identifier information.

6. (Currently Amended) The system of Claim 4 wherein:  
the domain server provides means for a dealer distributor to modify a subdomain  
website assigned to the dealer distributor.

7. (Currently Amended) The system of Claim 4 wherein:  
the dealer distributor transactions include maintaining a listing of dealer distributor  
sales made and commissions earned through the subdomain websites.

8. (Currently Amended) The system of Claim 4 wherein:  
the dealer distributor transactions include enabling dealers distributors to request  
commission payments through the subdomain websites.

9. (Currently Amended) The system of Claim 4 wherein:  
the order fulfillment transactions include accepting consumer orders placed through  
the subdomain website, verifying customer payment and notifying a product  
manufacturer supplier shipping department that the consumer order is to be  
shipped.

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24. (Currently Amended) The system of Claim 4, wherein  
the dealer distributor transactions comprise receiving dealer distributor  
identification details and maintaining a database of the dealer distributor  
identification details.

25. (Currently Amended) The system of Claim 4, wherein  
the dealer distributor transactions comprise providing a dealer distributor with a  
modifiable personal web site and enabling the dealer distributor to make at least  
one of changes or additions to the modifiable website.

26. (Currently Amended) The system of Claim 4, wherein the order fulfillment transactions comprise receiving orders for manufacturer's product supplier products and payment for the orders through the subdomain websites and maintaining records of the orders.

27. (Currently Amended) The system of Claim 4, wherein the order fulfillment transactions comprise receiving consumer instructions with respect to order fulfillment of a consumer order by the product manufacturer supplier.

28. (Currently Amended) The system of Claim 25 [[4]], wherein one of the dealers distributors establishes one of the plurality of subdomain websites for taking consumer orders of the manufacturer's product supplier product, fulfilling the consumer orders placed through the modified websites by the product manufacturer supplier, and tracking orders and commissions of the dealer distributor.

29. (Currently Amended) The system of Claim 27, wherein the one of the dealers distributors can modify a template of manufacturer's product supplier products offered on the one of the plurality of subdomain websites.

30. (Currently Amended) The system of Claim 27, wherein the one of the dealers distributors can modify the one of the plurality of subdomain websites to individualize promotional copy, add additional dealer distributor product offerings, and select manufacturer's product supplier product markups.

31. (Currently Amended) The system of Claim 27 wherein the one of the dealers distributors can view customer orders and commissions and submit commission payment requests to the product manufacturer supplier at a secure area of the one of the plurality of subdomain websites.

32. (Previously Presented) The system of Claim 4 wherein the order fulfillment transactions comprise applying a tracking number to each of the sales orders and each of the consumers are notified of the tracking number.

33. (Currently Amended) The system of Claim 4 wherein the order fulfillment transactions comprise receiving consumer payment information, and verification of the consumer payment information is provided to the product manufacturer supplier.

34. (Previously Presented) The system of Claim 4 wherein the order fulfillment transactions comprise listing a shipping status of each of the sales orders.

35. (Currently Amended) The system of Claim 7 whereby the product manufacturer supplier can set dollar amount limits or payment frequency limits, or both, on commission payment requests of the dealers distributors.

36. (New) A system for operating a distributor organization of a product supplier to provide for sales of a product supplier product by dealers of the product supplier product comprising, the system:

a) a domain server under control of the product supplier providing a plurality of subdomain websites for dealers to offer sales of product supplier product to consumers;

b) a computer under control of the product supplier having applications for providing:

i) dealer transactions between the product supplier and the dealer, including at least one of maintaining a listing of dealer sales made and commissions earned through the subdomain websites, enabling dealers to request commission payments through the subdomain websites, and automatically paying a commission to the dealer directly from the product supplier,

ii) consumer transactions between the dealer and the consumer, and

iii) order fulfillment transactions directly between the consumer and the product supplier; and

c) the domain server and the computer being interconnected whereby the product supplier may accept and fulfill sales orders from consumers placed through the subdomain websites.